

# COLLABORATE

[www.proponent-group.com](http://www.proponent-group.com)

## What's the Big Idea? Proponent Group Creates Idea Incubator at Summit 2012

Big Ideas. They motivate us to move forward, try new things and stretch ourselves in new directions. They are the driving force that generates new business in places you may never have looked before. And Big Ideas are the catalysts for creating new efficiencies that grow the bottom line. Proponent Group's Summit 2012 is focusing on Big Ideas. The reason we can do this is because we have hundreds of members who are leading the industry and who have developed the breakthrough concepts that are changing the industry for the better.

This year's summit features a new format that will allow for more Big Ideas to be presented and discussed. Based upon the very popular TED Talks ([www.ted.com](http://www.ted.com)), we will be shortening the presentations to 20 minutes in length so we can introduce more than twice the number of topics and actionable ideas in our two days together.

Our full plate of Big Ideas will include:

- How to Increase Your Referrals and Renewals
- Correctly Valuing a Great Teaching Program
- Flip Your Classroom: Use Pre-Lesson Video Presentations
- How Language Can Make or Break a Lesson
- How to Dominate Your Local Market
- Creating the Perfect Lesson Experience
- Why You Must Teach a Method
- What You Should Know About "The New Competitive Golfer"
- Training Aids: How to Go From Idea to Market
- How to Use Games to Speed Learning
- The Power of the Pee Wees
- Why Your Future Includes Giving Lessons on a Computer
- The Advantages of Having an Advisory Board

Plus, we'll have two of Golf Digest's 50 Best Teachers in America who teach out of Cog Hill speaking on Monday afternoon: Kevin Weeks and Dr. Jim Suttie. Weeks has made a name for himself as a top putting coach and will discuss his teaching techniques for putting. Dr. Suttie is one of the greatest teachers of his generation and will cover some of his proven methods of teaching the full swing. Tuesday afternoon's special guest speaker will be announced in the next few weeks.

Don't forget the "early bird special" ends on July 31st and will save you \$50 on your registration. We try to keep costs as low as possible and this year's rates remain the same for the fourth consecutive year. To register now, log in to the members-only website at [www.proponent-group.com](http://www.proponent-group.com), and click on the Summit Registration tab in the left menu.



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 Proponent Group  
 The Premier Network of Golf Instructors

## MAXIMIZE YOUR MEMBERSHIP

# Proponent Group is the Only Business Resource Designed Just for Top Teachers

Proponent Group membership drives your business and career beyond what you could achieve on your own. That added value has three sources:

- The Network
- The Support Team
- Best-in-Class Educational Opportunities

Your Proponent support team appreciates the confidence our members show by investing in membership—we want you to earn a great return on that investment.

To elaborate, your edge over competing golf instruction suppliers comes down to:

- Access to the premier network of high quality golf instructors ever assembled.
- An industry-leading support team that works one-on-one with you when you have an issue or idea for which you need guidance.
- Unmatched career-building educational opportunities.

While you spend a lot of your time on your lesson tee on your own, as a Proponent Member, you always have access to the combined insights of nearly 350 of the game's most dedicated teachers and to unique up-to-date data.

### A Network Unlike Any Other

This is an active community of accomplished teachers from around the globe who buy into our vision of collaboration, camaraderie and innovation. Our member network includes more than half of the GOLF Magazine Top 100 Teachers, more than 150 section Teachers of the Year, more than a dozen National Teachers of the Year and the owners and operators of more than 50 golf academies.

Our networking resources include:

### The Annual Proponent Group Summit

Exclusive access to the Proponent Group annual summit, an event that is forward-looking, idea-rich and considered the must attend



event of the year by our members. Dozens of them have told us our annual summits have been the most useful educational events they have ever attended in their careers. The 2012 event in Chicago this Fall will include more

ideas than ever and a new fast-paced format never used before in the golf industry.

### Real-time Answers to Your Questions

Collaborate with the brightest minds in the industry on our New Private Facebook group exclusively for Proponent Members that will debut later this month. This group will provide you with the ability to ask each other questions and get answers in real time. Our proprietary Facebook group will also provide members with industry insights, survey updates and member-only opportunities from Proponent sponsors.



### Strategic Partner Benefits and Discounts

Exclusive member benefits and discounts for key business needs are available including personal use discounts on top golf apparel brands, website design and hosting, teaching technologies, credit card processing, FedEx delivery and additional golf instructor business expenses.



### Expert Support Whenever You Need It

Our staff and consultants combine for 75-plus years of golf industry experience - most of it spent working closely with golf professionals. Every day we consult one-on-one with members to address issues involving their facilities, contract negotiation and important career moves. When a member needs a sounding board for a new business idea, we listen and offer guidance. We pick up the phone when a member calls, ready with advice, background data and ideas about further resources to tap. There is no other organization that is dedicated specifically to golf instructors and has our knowledge base in a variety of areas including:

### Contract Review and Negotiation Assistance

Our staff and consultants have helped hundreds of golf professionals and instructors with contract negotiations and contract reviews. When your contract comes up for renewal or you consider a new job offer, our staff will review your contract with you and help you understand the key points that should be negotiated with your employer.



## Media Opportunities

Proponent Group President Lorin Anderson created the GOLF Magazine Top 100 Teacher list and is still actively involved in providing insights on up and coming talent to many of the magazines that are publishing best teacher lists today. Anderson regularly consults members on how to present article ideas to publications and other media and how to present your accomplishments for consideration for various top teacher rankings.



## Exclusive Job Announcements/Job Search Assistance

Exclusive access to the Proponent Group Job Announcement Board which is linked to the Golf Business Network Job Announcement Board. Our job board includes the ability for you to broadcast open positions on your staff exclusively to other Proponent Group members and to apply for positions using our state-of-the-art Private Member Network which allows you to create a multi-media presentation to potential employers. Proponent Group also provides assistance in writing resumes and cover letters to fully prepare you for today's tight job market. We have professional editors on staff who can polish, clarify and bring consistency to your resume upon request.



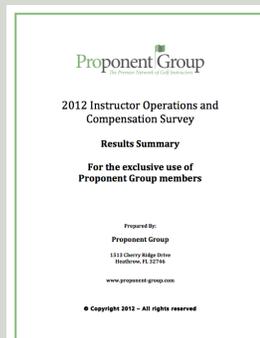
## Unmatched Career-building Education

To make sound decisions and build your business, you need relevant, cutting-edge information and data presented in a user-friendly format. Proponent Group members are privy to the information that instructors simply can't get anywhere else. It's delivered to you on our member-only website and at our live events and annual summit.

More than 100 hours of presentations from the brightest minds in golf instruction and golf marketing are currently accessible at any time you choose. You also have easy access to our unique instruction-business templates and marketing guides which are laser focused on elevating your business and teaching skills. Our educational resources include:

## Teaching Operations Survey

Access to the results of the most comprehensive teaching operations survey in the industry. The data allows our members to make valuable comparisons between their teaching business and those at similar facilities.

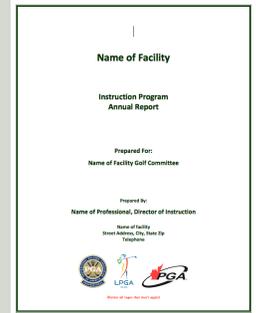


## Exclusive Compensation Information

Access to the industry's most comprehensive compensation information. Whether you are considering a new position or negotiating a new contract, Proponent Group will provide you with the most detailed compensation information in the industry. Most importantly, the data collected is protected by a strict confidentiality agreement.

## Business Templates and Guides

Our members' website houses a variety of templates and guides on everything from creating a proper Director of Instruction job description to how to design a state-of-the-art instructor website to member survey results about building a learning center. Best of all more templates and guides are being added all the time.

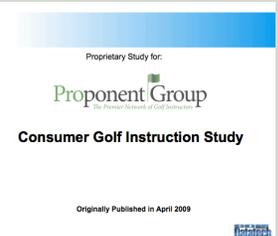


## Unique Webinars with World-Class Experts

Members have access to a variety of live discussions on business and teaching topics throughout the year via Proponent Group's member webinar series. The webinars allow members to ask questions from any computer in the world. For members not able to participate live, the webinars are recorded for viewing at any time on the members' website.

## Instruction Surveys by Golf Datatech

Proponent Group has developed an exclusive relationship with Golf Datatech, the industry's top independent research company, to conduct surveys about the state of golf instruction. Golf Datatech conducted an exclusive survey of 5,000 golfers from across



the country to help our members gain unique insights into the mindset of golfers who take lessons and those who don't to help develop new instruction programs and promotions that attract new students and retain current students. This report is loaded with insights and is available to all members.

## Member-Only Newsletter

Proponent Group publishes an information-filled monthly member newsletter filled with money-making tips, insight into the state of the instruction industry, current business strategies, marketing ideas, strategies for growing your bottom line, and, of course, comprehensive details on upcoming Proponent Group member events.



## TEACHING TRENDS

# A Variable Pricing Model Worth Considering

By Lorin Anderson, Proponent Group President

Inventory Management is such a critical piece of just about every business and yet, in the golf instruction industry, it's rarely even considered beyond the most basic levels.

Golf courses are constantly trying new methods to handle their inventory management issues for tee times with varying degrees of success. There is no simple right or wrong answer. It's tricky.

For instructors, inventory management comes down to answering one question successfully: **How do I fill my available inventory (available lesson hours) for the maximum revenue possible for each available slot?**

The good news is you have a great deal of flexibility in how you set your prices. The bad news is there is no surefire, formula-based approach you can pull off the shelf and apply in your business. Pricing services is more difficult than pricing products because you can often pinpoint the cost of making a physical product, but it's more subjective to calculate the worth of your counsel, expertise, and your time.

On the plus side, when you're pricing services, there's a bit more leeway than pricing products. Since it's more subjective, there is a gray area that can work to your advantage if you are willing to be a bit more creative than the typical golf teacher.

My contention is that we need to be a bit more flexible in our pricing strategies because supply and demand are fluid for each month of the year, each day of the week and even for various hours during the day. In the restaurant business you will frequently see "Wednesday Specials." Movie theaters have matinee promotions and vacation homes rent for less on either side of the peak season. All of these businesses understand that demand is constantly in flux and when well managed, revenues and profits can be increased.

Proponent Group Partner Uschedule ran some numbers and found that instructors using their booking system booked the most lessons on Saturdays (18.3% of all lessons booked). Now

that may not surprise anyone reading this, but would you believe Saturdays had nearly two-and-a-half times the number booked on Sundays (6.7%)? It's true. Saturdays were followed closely by Wednesdays (18.1%), Thursdays (16.7%) and Tuesdays (16.4%). Meanwhile, Fridays only accounted for 13.4% of lessons.

The data also shows that nearly 40 percent of all lessons are given in the March-May time period. This is 66 percent higher than the number of lessons given during the months of June-August. Yet, lesson inventory is virtually the same during both periods and overall weather may even be better nationwide in the Summer months. So the question becomes: How do you exploit this unused inventory in ways that drive new students to the lesson tee or attracts current students to take more lessons?

Since price is always among the top two issues (along with time) for why golfers don't take more instruction, we need to thoroughly examine how we can create new price options that don't erode full-pay clients but help incentivize more golfers to try what instructors have to offer.

If we can charge golfers more for green fees on Friday through Sunday, why not charge more for lessons if you are currently fully booked on the weekends? Why not create more schools, clinics or coaching programs for early and late in your season when you're not as busy? How about special practice or training programs for times during the day when business is usually very light? Maybe there's a creative option for Sunday afternoons to attract families to your tee when you would normally be slow.

The beauty of more efficient inventory management is that as you fill in the gaps and maximize your revenues at peak times, the new revenues are virtually all profit as you are already there, the time is available and you aren't taking on any significant new expenses to drive this business except for, perhaps, a flyer or two and a few email blasts to your database.

Each members' situation is unique, but the point is that as you become more successful, managing your inventory becomes more important and there are a variety of options that can drive more profit for you.

### Our Proponent Partners:



## MAXIMIZE YOUR MEMBERSHIP

# Proponent Website Adding Index-Style Features For Better Ease of Use

By David Gould,  
Proponent Group Editor

When a website like Proponent Group's first appears, the people working on it naturally feel skittish about how little content it contains. You've got to start somewhere, and it was five years ago (under the AMF Golf Management umbrella) that the Proponent website began serving member instructors. Veteran members may recall the earliest entries in the site's content log, such as the Director of Instruction Job Description Template and the Webinar on How to Make The Lists explaining how the teacher rankings are composed.

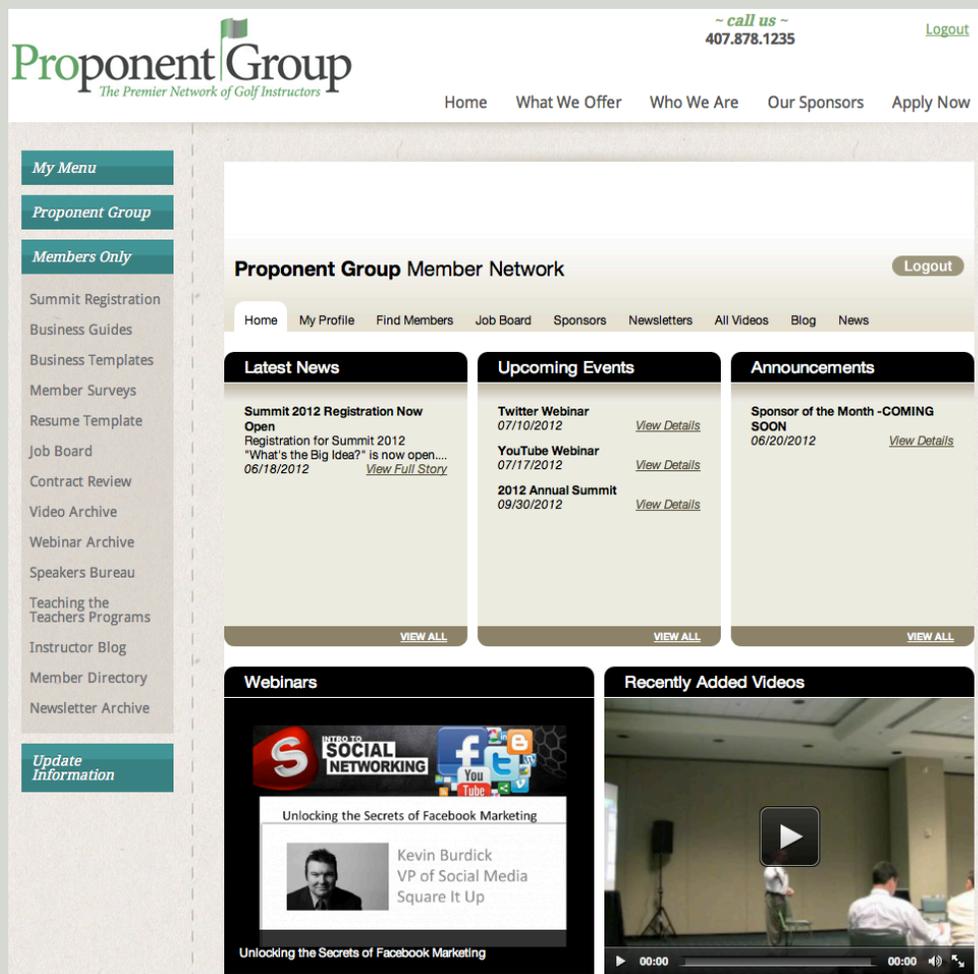
Today the sometimes nagging problem with the site is how much material it holds. Even without reading a word, you could spend over 100 hours viewing video and webinars from dozens of the sharpest minds in the industry. The volume of site content is enough that members may need a clue about what you're looking for when you log in. We see that as a good problem to have—but also as one we'll be addressing on a regular basis. The goal is to create ultimate user-friendliness for members as they look to solve problems and improve their teaching skills or profits.

You may have noticed one recent change to the site—a new subdivision of its content under three headings: **Guides**, **Surveys** and **Templates**. That's based on the real, material difference between:

Information of a general business nature — our **Guides** (ex: Proponent's Guide to Designing a Logo)

Quantitative reports on members' business preferences and behavior (ex: Competitive Golfer Lesson/Coaching Fees released last week) — **Surveys**

Tools that are used for a specific purpose and employ standardized language (ex: Instructor Economic Impact) — **Templates**



Once logged in, members have many options for educating themselves about business and teaching.

Now on the site, under the Members Only menu, members can navigate to one or another of these silos when they know the general subject, survey information or template-style tool they need. Even if a member is just working through the site looking for something to address a general need or plan he or she is formulating, these subdivisions should make that process much more efficient.

### Ranking the Content: Tools Members Use Most Often

One way to decide what information or content to spend time with is to know what your fellow members have found valuable. Going forward, the Proponent Group member-only website will provide "greatest hits"-type boxes and tallies to show the content that's making the

## MAXIMIZE YOUR MEMBERSHIP

biggest current impact. Here's an example—the current status of Proponent video popularity, ranked by number of member viewings:

Rank	Title	Presenter	Viewings
1.	“A Teacher Can't Be Too Creative”	Martin Hall	1,023
2.	“Building a Teaching Business”	Mike Bender	940
3.	“How to Fit the Long Putter”	Todd Sones	748
4.	“Take Your Business/Higher Level”	Rick Jensen	720
5.	“5 Common Putting Problems/Cures”	David Orr	632

Of course, the popularity ranking of anything on the website is partly a testament to its quality and partly a matter of how long it's been available. In future newsletters and on the site itself, you'll see regular updates stating which information is being most often put to use—a sure clue that it's something you don't want to miss.

Here's an actual count of what's loaded on the website for your review:

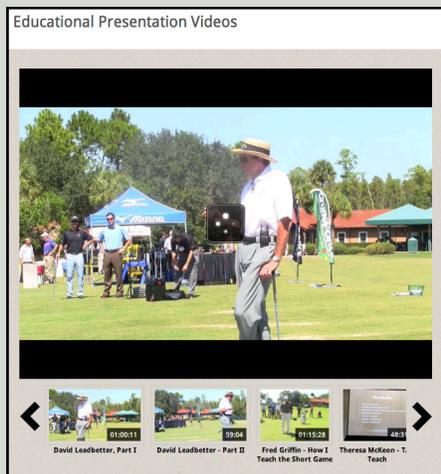
<b>Video Presentations</b>	<b>52</b>
<b>Webinars</b>	<b>34</b>
<b>Business Templates</b>	<b>7</b>
<b>Business Guides</b>	<b>5</b>
<b>Survey Reports</b>	<b>4</b>

Recent additions to the site only enrich its value. They include the Speakers Bureau, a great resource for members who are in charge of section summits and are looking for fresh speaking talent to present. There's also an

Instructors Blog, filled with interesting insights and commentary from around the industry regarding the game and teaching.

Finally, any member who may be looking for a new position now or in the future should take time to load their Private Member Profile. Click on this link to see the step-by-step instructions for doing so.

If you've got any suggestions or thoughts on ways we could further categorize and configure our content on your members'-only website please feel free to share them. As the saying goes, good ideas should yield to better—so send us yours.



David Leadbetter is among more than 50 video presentations currently on our website.

### My Menu

### Proponent Group

### Members Only

- Summit Registration
- Business Guides
- Business Templates
- Member Surveys
- Resume Template
- Job Board
- Contract Review
- Video Archive
- Webinar Archive
- Speakers Bureau
- Teaching the Teachers Programs
- Instructor Blog
- Member Directory
- Newsletter Archive

### Update Information

When logged in to our website, explore all the options in the Members Only menu (above, right) found on the left-hand side of the landing page. It contains access to a variety of unique documents that will help you grow your business, plus we archive all webinars, videos, newsletters and blog postings in this menu for easy access 24/7.

## Social Media Webinar Series Continues

During June and July Proponent Group partner Square It Up is offering Proponent members a series of four exclusive member-only webinars covering critical marketing elements that you should be exploiting. Members have the option of being part of the live webinars or watching the recording of each webinar, which will be archived on the Proponent website. Additional details and the link to each will be emailed in advance of each webinar. The remaining schedule includes:

### Tuesday, July 10 at 5PM EDT

Growing Your Business Quickly With Twitter by Kevin Burdick, VP of Social Media | Square It Up  
**Learn** the amazing statistics behind the rise of Twitter

and how it can be used as both a research and broadcasting tool.

**Act** on this knowledge using proven methods to grow an significant Twitter following.

**Produce** measurable results using Twitter that will directly impact your bottom line.

### Tuesday, July 17 at 5PM EDT

How YouTube Can Take Your Branding to New Heights by Kevin Burdick, VP of Social Media | Square It Up  
**Learn** the business-transforming statistics behind YouTube, now the second-largest search engine, and see how it can be used to expand your branding.

**Act** on this knowledge using time-tested methods to grow an incredible YouTube following.

**Produce** measurable results using YouTube that will directly impact your bottom line.



## Summit 2012

Cog Hill G.&C.C., Lemont, IL Sept. 30-Oct. 2

### What's the Big Idea?

Businesses flourish when they have access to the bold-est and brightest ideas. This Fall Proponent Group brings together more of these important ideas for your business than ever before. Many of the game's top teachers will share their Big Ideas for what's next in golf instruction. Come for the networking. Come for the Ryder Cup. Come to try the new teaching technologies and training aids at Demo Day. And, most of all, come for the Big Ideas that will absolutely, positively grow your business.

**Host Site:** Cog Hill G.&C.C., one of the world's premier public golf facilities and long time host of the Western Open, is conveniently located 35 minutes from Chicago O'Hare International airport.

**PGA/LPGA Education Credits:** Agenda will be submitted to the PGA and LPGA for continuing education for association members. Approximately 13 hours of education will be included in the summit.

**Lodging:** Proponent has a special summit rate at the Marriott - Burr Ridge for only \$129 per night SINGLE OR DOUBLE occupancy. Contact the Marriott directly at 630-986-4100 to reserve a room. Room block will likely sell out, so book your room early.

**Cost:** Includes all meals and all sessions for *only* \$395 for our full members who register by July 31st. Associate members are welcome to attend for \$445. Optional golf on Cog Hill #4 is an additional \$50 (tee times are limited and will be filled first-come, first-served). Registration fees increase by \$50 on August 1st.

**Registration:** Login to [www.proponent-group.com](http://www.proponent-group.com) and on the Education Events page you will find the Summit Registration link.

### 2012 Proponent Group Partners:



### Summit 2012 Line-up

#### Sunday, September 30

11am-5:00 pm Check-in at Marriott - Burr Ridge

11:00-5:00 Ryder Cup Viewing party at Marriott - Burr Ridge

1pm Optional Golf on Cog Hill #4

7:00 pm Cocktail party at Marriott - Burr Ridge

#### Monday, October 1

7:30-8:30 am Breakfast

8:30-8:50 What's the Big Idea?

8:50-9:10 Keys to More Renewals/Referrals

9:10-9:30 Lesson Language: Why It Matters

9:30-9:50 Use Games to Speed Learning

9:50-10:10 The Importance of Prescriptions

10:10-10:30 How to Dominate Your Market

10:30-10:45 BREAK

10:45-11:05 The Perfect Lesson Experience

11:05-11:25 Why You Must Teach a Method

11:25-11:45 The New Competitive Golfer

11:45-Noon Sponsor Spotlight

Noon-1:00 pm Lunch

1:00-2:15 pm Putting (Kevin Weeks)

2:15-3:30 pm Full Swing (Dr. Jim Suttie)

3:30-5:45 pm Demo Day

6:00-8:00 pm Dinner at Cog Hill clubhouse

#### Tuesday, October 2

7:30-8:30 am Breakfast

8:30-8:50 Training Aids: From Idea to Market

8:50-9:10 The Power of the Pee Wees

9:10-9:30 Valuing a Great Teaching Program

8:50-9:50 Flip Your Classroom

9:50-10:10 Computer based Lessons

10:10-10:30 Why You Need An Advisory Board

10:30-10:45 BREAK

10:45-11:45 Q&A with all "Big Idea" Presenters

11:45-Noon Sponsor Spotlight

12:00-1:00 pm Lunch

1:00- 3:00 pm To Be Announced

## PROPONENT SPONSOR SPOTLIGHT: MIZUNO



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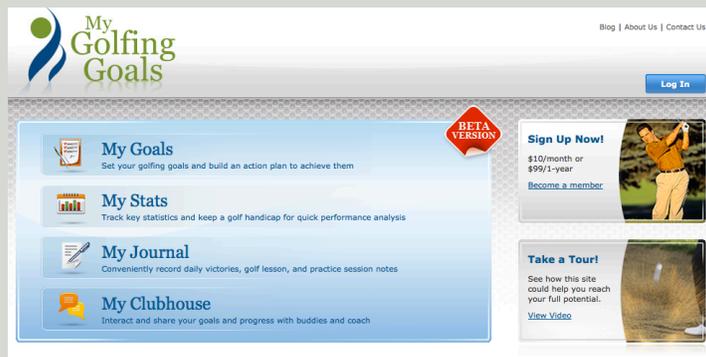
# The Great Beyond: Capturing Clients Online Only

By David Gould, Proponent Group Editor

Born in 1894, the blues singer Bessie Smith performed in public at a young age and by 1915 was selling out small clubs and cabarets. But it wasn't until a decade later that Smith's earning power boomed—thanks to the new technology of phonograph recordings. If you've got a particular talent that a wide audience may be attracted to, you generally need technology to open a portal for you. Golf instructors have been studying the possibilities of online distribution of their skills for some time. Even the most in-demand instructor looks at his or her business and wonders if the only way to generate revenue is in the flesh, giving an individual or group lesson.

Within the ranks of Proponent Group members, there are several who have invested time and some dollars in trying to create the proper Internet delivery system for the services they usually provide in-person only. A member in Dedham, Mass., Bill McInerney, seems to be furthest along in this quest. Teaching out of an impressive, family-owned practice range called McGolf, McInerney has spent seven years constructing an online platform to coach golfers he hasn't—and won't ever—work with in person. Proponent members Stephen Aumock of Dallas and Josh Zander of San Francisco are following a path similar to McInerney's—although with somewhat less of a do-it-yourself approach. The teaching team of Pia Nilsson and Lynn Marriott are active in this area, as well. Through their well-established Vision54 company, they offer interactive coaching tools including online lessons.

If you attend next winter's PGA Merchandise Show in Orlando, you should find McInerney manning a booth emblazoned with "MyGolfingGoals.com," his branded website for coaching services generally but also for building coach-student relationships with cyberspace clientele. The navigation tabs on that site's current home page are: "My Goals, My Stats, My Journal and My Clubhouse"—the latter being a private social-media site that lets clients "interact and share (their) goals and progress with buddies and coach."



Bill McInerney spent more than seven years perfecting My Golfing Goals.



Stephen Aumock created Great Golf Academy's subscription service.

McInerney has labored hard with the software and programming of his site, but the functions he offers were all basically no-brainers.

"The services and opportunities I've built for online-only students are exactly what I've always done for my regular students," he explains. "What you'll see in digital form on the website are things I started out doing with pen and paper—lesson notes, goal sheets, statistics. Even the social media part isn't all-new. It's an echo of

the conversations between students of mine who happen to be friends."

In a red block on MyGolfingGoals.com you'll see "Beta Version," a tag McInerney looks forward to deleting in a few months when his major upgrade and relaunch finalizes. He admits that having a website in Beta for years is unusual, but points out that the site in its current version

## PASSIVE INCOME

performs well. He also takes solace in how much pioneer-style effort has been required, given the lower-tech era in which he started.

“I figured all this out on my own,” McInerney says. “I’ve spent over \$100,000 on graphic design and coding. Now there are people overseas using it—some golfers in Canada, too. I had no thought of making a profit—I only wanted to perform my job as a coach as well as I possibly could. Now I’m starting to see that it will be profitable, when I get emails just about every day telling me how many new signups (at \$99/year) have come in.” McInerney and the investor/partner he recently took on sign up participating coaches to use their system. They have even been approached by a potential buyer interested in acquiring the proprietary software packed into MyGolfingGoals.com. “That wasn’t something I was interested in—maybe sometime way down the road I would be,” McInerney says.

To check the digital-delivery progress of instructor Stephen Aumock, you’ll want to look at [greatgolfacademy.com](http://greatgolfacademy.com). Its current message beckons golfers with “something the world of golf has never seen before—the opportunity to be taught by PGA Master Instructor Stephen Aumock and other golf professionals in an environment that the golf universe has been missing.” Aumock works with a technical partner on GreatGolfAcademy and has been e-commerce-enabled for several months. He says initial response to his web offer “has been lukewarm, but not cold.” He promotes it mainly through Twitter, having built a Twitter following that now approaches 10,000 golfers. Aumock has worked on the e-instruction web project at the rate of one to three hours daily “for about a year” and adds that, cost-wise, he has “virtually no hard dollars invested in it.”

One of the options for golfers who visit Aumock’s site is to “Take a Free Lesson.” When he made this available and tweeted about it to those 10,000 followers, Aumock had a slight concern about overload. “After just one tweet I had 12 people contacting me in the first couple of hours,” he recalls. “There was no charge, of course, because I needed to initially test the process—I was able to look at their video and give them something valuable to think about and work on.” He uses PayPal as his cash-transaction platform. He envisions some of the online lesson-buying as happening as a quasi-impulse buy.

“Golfers have their iPhones and Droids out on the course or the range with them, and it’s no problem at all to have a buddy shoot video of three or four swings and send the file to me on the spot,” says Aumock. “I’ll be able to give a solid, useful answer based on what I see—even more useful when we get the software enabled for voice-over and telestrating.” The latter function is expected to involve some heavier lifting.

The idea that one day “I can have the world as my client” is the impetus for Josh Zander to pursue web-based instruction. Zander is a Proponent Group member who teaches at the Stanford University golf complex and also at The Presidio in San Francisco—throughout the Bay Area his teaching reputation is stellar. He says he is launching a new website that will connect him to golfers far beyond his geographical base. “Like everyone in this profession, I’ve thought a lot about the fact that, if I’m not teaching, I’m not making money,” says Zander. “How do you move beyond that—well, through technology.”

Zander is expecting to create a clientele of golfers located just about anywhere who will pay on a subscription basis for a menu of teaching services. He is using Proponent Group sponsor SquaredUp to handle the bells and whistles elements—online lessons, video instruction shorts, social media and graphic design. If and when he is able to build the subscriber rolls toward critical mass, Zander expects to drop one of his six teaching days and use that day to do the bulk of his work with virtual students. “I’ve got a pretty long commute, so I’m even thinking of that benefit,” he says. “And being off the tee for twice as much time as I am now means I’ll come back fresher to work.”

Online Learning Center >>> MYGAME Audio Video

# 54 MYGAME

*Personal Online Learning and Tracking for Your Complete Game*

- Complete online game coaching based on VISION54 principles
- Multiple video sessions featuring Lynn Marriott and Pia Nilsson
- Interactive tools, tasks, self-evaluations, analysis and tracking
- Online chat sessions with other MYGAME members

**Sign up for VISION54's MYGAME** and use your own pc or laptop to explore the unlimited potential of your game. This is a unique online opportunity for you to discover how to bring the possibilities of your own 54 to life.

**For just \$99.00 per year**, you can get a personal 54 MYGAME account. With this, you'll have login access to a full series of VISION54 learning sessions, which are presented through videos, text presentations and interactive tasks. Based on the VISION54 principles created by Lynn Marriott and Pia Nilsson, MYGAME gives you all of the tools you need to learn, practice and play the game of golf in a way that will be productive, rewarding and fun.

**Video Sessions, Exercises, Tasks, Goal Setting, Interactive Action Plans for Practice and Play, Journaling, Evaluation Tools, Feedback, Track Scores and Stats, Interactive Online Forum.....ALL FOR JUST \$99.00 PER YEAR!** You'll be able to use all of these tools in the following areas of 54 MYGAME:

**LEARN**  
For learning to be effective and authentic you need to experience the knowledge. Then you need to track and sort through what works and what doesn't and then know what you are going to do with it. Through a guided teaching process, including video sessions with Lynn Marriott and Pia Nilsson, instructions, exercises, and tasks, MYGAME gives you the opportunity to make the VISION54 principles a part of your game.

**PREPARE**  
We believe that you are the expert on you, and that you can discover your tendencies and learn how you do when you play great golf by taking notes. This is what the journal is for! Here you can journal your best shots, good-better-how evaluations, lesson notes, etc. The

**Pia Nilsson and Lynn Marriott's Vision54 personal online learning website is called My Game and offers annual subscriptions.**

## MEMBER MILESTONES

### Golf Digest Publishes New List of America's 50 Best Women Teachers

Golf Digest's list of America's 50 Best Women Teachers is based entirely on peer voting. Ballots were sent to all female PGA of America and LPGA Teaching and Club Professional members. A total of 1,600 professionals voted on this list. Proponent Group members took the top eight slots on the list and a total of 17 of the 50 Best are Proponent Group members. Congratulations to all of our members who earned a spot on this prestigious list.

Proponent Group members included:

1. **Pia Nilsson**, Talking Stick, Scottsdale, AZ
2. **Lynn Marriott**, Talking Stick, Scottsdale, AZ
3. **Dana Rader**, Dana Rader G.S., Charlotte, NC
4. **Suzy Whaley**, TPC River Highlands, Cromwell, CT
5. **Peggy Kirk Bell**, Pine Needles Lodge & G.C., Southern Pines, NC
6. **Gale Peterson**, Sea Island Golf Learning Center, St. Simons Island, GA
7. **Cheryl Anderson**, Mike Bender G.A., Lake Mary, FL
8. **Carol Preisinger**, Kiawah Island Club G.A., Kiawah Island, SC
13. **Jane Frost**, Sandwich Hollows G.C., East Sandwich, MA
15. **Nancy Quarcelino**, Nancy Quarcelino School of Golf, Spring Hill, TN
17. **Deb Vangellow**, Sweetwater C.C., Sugar Land, TX
22. **Krista Dunton**, Berkeley Hall, Bluffton, SC
23. **Julie Cole**, Dana Rader G.S., Charlotte, NC
24. **Kellie Stenzel**, Kellie Stenzel



Pia Nilsson



Lynn Marriott



Dana Rader

G.A., Palm Beach, FL  
T27. **Kate Tempesta**, Kate Tempesta's Urban G.A., New York City

30. **Nicole Weller**, The Landings Club, Savannah, GA

38. **Jamie Fischer**, Conway Farms, Lake Forest, IL



Suzy Whaley

### The Checklist: July 2012

Over the course of the year, there are myriad things that could and should be done to enhance your business. Each month we will provide a checklist that should be addressed at that time of the year. These checklists hopefully will inspire you to take on these tasks to improve your business.

#### 1) New Promotional Photos

Summer is the perfect time to have new photography shot for your website and collateral materials. The weather is good, the grass is green and there are leaves on the trees. If you haven't had professionally shot photos taken of you and your facilities in more than three years, set up a shoot for this month.

#### 2) Mid-Year Reporting

Communication is always critical to success both communicating up to your boss and communicating down to the team members you supervise. As we cross the mid-year mark, July is the perfect time to prepare a Mid-Season Instruction Program Report for your team and facility.

You can use the Annual Reporting Template on the Proponent Group members' website in the Business Templates menu to assist you in providing a report that will highlight the year's early successes and help make adjustments in the programming for the second half of the year as needed.

#### 3) Drink a Lot of Water

A couple of summers ago, one Proponent Group member was rushed to the hospital with heat stroke and dehydration while giving a lesson. You must stay hydrated in the summer heat. Please be careful out there!

#### The Proponent Team:

**Lorin Anderson** President  
**David Gould** Staff Editor  
**Bob Mulcahy** Consultant  
**Lori Bombka** Operations Assistant  
**Debbie Clements** Accounting

**Proponent Group**  
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